

# InfoWorld

News for Microcomputer Users  
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I want to get timely, authoritative microcomputing news. I understand I can have *InfoWorld* at the regular subscription price of just \$25 a year — 51 issues for *less than 50¢* each.

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**InfoWorld**



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## YOUR COOPERATION PLEASE

# PERSONAL DATABASE QUESTIONS

Please answer the following questions to help the Editors of *InfoWorld* serve you better. SIMPLY CIRCLE OR PUT A CHECK-MARK BY YOUR ANSWERS.

### 1. Which best describes your industry/profession?

- 10. Computers and electronics (including manufacturers, systems houses, OEM's, software houses, dealers, distributors, marketers and other associated)
- 20. Manufacturer (other than computers and electronics)
- 30. Public Utility/Communication Systems, Transportation
- 40. Wholesale/Retail trade
- 50. Finance/Insurance/Real Estate
- 60. Mining/Construction/Petroleum Refining
- 70. Business Service (except DP)
- 75. Education/Medicine/Law
- 80. Government — Federal/State/Local
- 85. Printing/Publishing/Other Communication Service
- 90. Other (specify) \_\_\_\_\_

### 2. What best describes your occupation?

- 11. President/Owner/Partner/General Manager
- 12. Vice President and other Corporate Management
- 13. Director/Manager/Supervisor
- 20. Office Administrator/Bookkeeper/Secretary/Administrative Assistant
- 30. Software Development/Systems Analysis/DP/Computer Consulting
- 41. Technical Staff/Scientific/R&D
- 42. Engineering Management/Engineering
- 50. Medicine/Law/Accounting
- 60. Marketing/Sales
- 70. Educator/Student/Librarian
- 80. Consultant (other than with computers)
- 90. Other (specify) \_\_\_\_\_

### 3. Which microcomputing areas are of most interest to you?

- A. Networking
- B. Telecommunications
- C. Database Access
- D. Software/Hardware reviews
- E. New Languages/Operating Environments
- F. New User Programs
- G. New Hardware/Peripherals
- H. Educational applications
- I. Games and Diversions
- J. Likely future trends in microcomputing
- K. New uses for microcomputers
- L. Authoritative Commentary (by leaders in the field)
- M. Other (please specify) \_\_\_\_\_

### 4. How long have you been using a microcomputer?

- A. I don't use one yet
- B. Less than one year
- C. 1-2 years
- D. 3-4 years
- E. 5-6 years
- F. More than 6 years

THANK YOU. Now return this entire form in the postage-paid envelope provided for your convenience.



"Oh  
yeah!"

Now there's someone who talks to you ... so you can nod your head with understanding ... see your way through the morass of microcomputing information that's available ... make sense of the frightening range of choices in computer systems; you can say "yes" with confidence to the fantastic job, pleasure and financial rewards available through microcomputing. Here at last is the positive approach you need to get started, keep pace or move ahead in this exciting new area.

Oh  
yeah!"

Dear Microcomputer User:

You may have to take a wild guess to answer the following question, but don't feel badly if you do.

And don't feel dumb, either, should your answer be way off the mark. Because very few people come close to the correct answer.

Question is, "Five years ago, how many people had purchased a microcomputer?"

Of course, there was not much to choose from then -- with only a few complete systems on the market.

But even so -- surprisingly -- just five years ago, fewer than 10,000 people had purchased a microcomputer.

~~How times have changed! These days, everyone seems to be getting into the act. Home hobbyists and aficionados -- yes -- but also small-business people, professionals, company executives who now see the desk-top computer as an important part of their office work-station.~~

Hopefully, you too are riding on the microcomputing "wave." Because there's no question that the small-computer revolution is upon us. (If you're not aboard now, there's a good chance you'll be overwhelmed later ... missing out on opportunities that may never come your way again.)

But -- some more questions.

"Have you looked into microcomputing? Have you tried to keep up with what's

(Next page, please)

new and what's good? Have you been just plain bewildered by all that's going on?"

It's very likely that you have examined microcomputing possibilities -- or, indeed -- have become involved.

Trouble is, because so many others have, too, the market is flooded with information and products ... with systems, publications, software choices, hardware, articles, reports, buyer guides ...

... it's enough to make your head spin. Enough to make you say, "Oh, no -- I don't want to get involved with all that."

\* \* \* \* \*  
\* SPECIAL OFFER \*  
\* \* \* \* \*

How much is it worth to you to clear all the clouds of microcomputing away?

Right now, for LESS THAN 50¢ A WEEK, based on the regular subscription price, you can have bright, insightful, current and usable information sent straight to your home or office.

That's a significant savings over the newsstand price ... as you'll read, below. And your satisfaction is guaranteed.

But perhaps you want to know more about InfoWorld and how it can benefit you.

For one thing, InfoWorld can put money in your pocket.

Look at it this way: a microcomputer is not an idle purchase. Make a mistake buying the wrong product -- or get over-sold -- or buy a system that's "fun" for a while, but not functional ... and you're STUCK.

InfoWorld can help you avoid all that.

Unlike a number of other computer publications you may have seen, InfoWorld gives you the facts straight ... with no axe to grind ... with no fawning to advertisers.

Fact is, InfoWorld has built its reputation, partially, on giving manufacturers a "kick in the pants" when needed ... so that you, the reader, get thorough, honest and accurate reviews of hardware and software.

InfoWorld will tell you what to buy -- what to stay away from -- and WHY. Equipment and systems are rated "excellent" to "unacceptable" ... and virtually everything that's new is covered, so you won't have to wander from source-to-source for timely information.



Speaking of timeliness, you can benefit in so many ways from the frequency of InfoWorld.

Starting October, 1981, this unique information source becomes a WEEKLY publication -- so information is fresh, late-breaking ... you're on top of developments almost as soon as they happen. What's more, because InfoWorld is headquartered in the heart of the "Silicon Valley," more "insider" information is available, more readily.

In short, InfoWorld has an immediacy and access that gives you "a leg up" on a field that changes far faster and more often than any other in the history of industry.

Does InfoWorld sound like a publication you should be reading?

Should you have any doubts, consider the fact that the people you're competing with may be readers. It stands to reason, then, that you need InfoWorld to keep pace ... to move ahead ... to be alert to opportunities and pitfalls, both.

Consider also your own time. You may have plenty to spare, but it's a good bet that you seem to run out of it more and more every day. The question then becomes, "Do you have hours to waste ferretting out information you need ... digging into background ... searching for current information necessary to your progress?

Your best investment in research time is, in a word, InfoWorld. No where else, in one source, can you get so much information ... in a quick-reading newspaper format. InfoWorld cuts through the fluff and gives you organization designed to help you make the most of the precious reading moments you have.

What's more important is that, in the next year, InfoWorld will publish over 300 software and hardware evaluations ... it will lab test over 70 products ... report on the latest trends in business computing, personal computing and computer technology.

Is this information you can afford to be without?

Especially when you consider that you can have it all so inexpensively -- AND with virtually no risk involved?

Indeed, when you subscribe to InfoWorld, you must be able to say, "Oh yeah ... this is helpful and this is what I've wanted." Otherwise, you just cancel and ask for your money back and that's the end of the matter.

With InfoWorld, your satisfaction is guaranteed. Should you be unhappy with the publication at any time, simply let us know

(Over, please)

that you want a full refund on the unused portion. No questions asked.

Actually, your best reason for considering InfoWorld right now may be to hear what others have to say about it. A few questions asked among your associates and peers will indicate that the people who make microcomputers read InfoWorld. So do the people who buy and use the most exciting and profitable technology available.

Again, InfoWorld is guaranteed.

That might be a very significant factor to you -- were the initial "investment" substantial.

But right now -- under the terms of this special offer -- the regular subscription rate for InfoWorld is ONLY \$25 a year. That's correct -- 51 weekly issues, including a big new-year double issue -- for LESS THAN 50¢ a copy.

InfoWorld at the newsstands would cost you \$63.75 (\$1.25 per issue) a year. So, you pay nearly \$40 less by getting InfoWorld at the regular subscription price of only \$25. But best of all, you can get your copies delivered to you personally -- fresh and on-time, week-after-week, for about the price of a good cup of coffee.

You save \$40 off the newsstand price. Your satisfaction is guaranteed. AND YOU GET -- ALL YEAR LONG -- PRACTICAL, USEFUL INFORMATION ... INFORMATION THAT IS AVAILABLE NO WHERE ELSE IN SUCH A CONCISE, DEFINITIVE AND READABLE FORM.

To start InfoWorld coming your way, simply check and return the enclosed Subscription Request Form -- placing the token in the slot to indicate your "Oh, yeah." You may send payment now -- or charge your subscription to a credit card, if you prefer.

BY ALL MEANS, take advantage of this special offer. InfoWorld may never again be available at such a low regular subscription price. JUST \$25 a year.

InfoWorld is for you! Especially at this low price, you HAVE to say, "Oh, yeah -- this is what I need to give me all the microcomputing answers!"

Return the Request Form NOW!

Cordially,

*Maggie Canon*

Maggie Canon  
Editor-In-Chief

*P.S. One thing more. Don't think of InfoWorld as a "journal". It's brisk, entertaining reading ... You'll find it the "liveliest" of any computer publication... something to look forward to!*



**THE  
ONLY  
PUBLICATION  
THAT  
THE  
PERSONAL  
COMPUTER  
USER  
HAS TO  
READ**

**InfoWorld**

**News  
for  
Microcomputer  
Users**



**No question, this is  
THE publication for  
the microcomputer user!**



## EXCERPTS FROM RECENT InfoWorld EDITORIALS

... you can see readily that  
*InfoWorld* is on *your* side!

"Our message to microcomputer users  
is this: be skeptical and  
thoughtful, and don't jump into  
decisions. Don't rush out and put  
deposits down on products that don't  
exist... Demand to see demonstrations  
of products that work. Above all,  
make informed buying decisions."

"Providing objective reviews  
is not a simple matter..."

... *InfoWorld* furnishes reviewers  
with a carefully developed  
set of guidelines that help them base  
their evaluations on the same  
criteria each time. This aids in  
preventing personal prejudices  
from interfering in appraisals."

## You Need To Know WHAT To Buy, From WHOM And WHY!

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- The only publication to announce new software and hardware products on a timely basis.
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- *InfoWorld* is a clearing house for literally thousands of press releases.
- Reports on trends, new technologies, lawsuits, new companies in the marketplace.
- Investigative reports on fraud, bad management, unreliable products and systems.

### FEATURES

- An extension of current news. Extensive product studies — their impact and effect on the marketplace.

### SOFTWARE AND HARDWARE REVIEWS

- 3 or 4 Comprehensive software reviews every issue.
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- Consistent evaluations every time.

### EDITORIAL

- Hard-hitting, "tell it like it is" commentary and opinion. Plus Open Forums — reader comments and rebuttals.

### EXTRAS

- Each week, *InfoWorld* covers a variety of micro-related topics, such as:
  - Interesting applications
  - Space technology
  - Personality profiles
  - The "lighter" side
- ... And much more!



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micros, terminals, floppy discs, printers, gadgets.

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## InfoWorld

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# InfoWorld

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*More Value Than  
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See Why Now  
Especially!*



## FROM THE DESK OF: THE PUBLICATION MANAGER

Dear Microcomputer User:

You now have a fair idea of what InfoWorld is all about ...

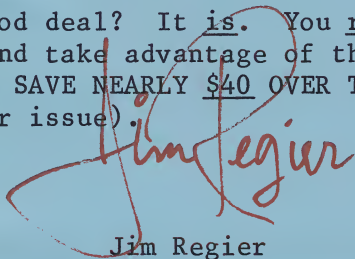
... but there's something more -- something maybe even some of our "Charter" readers may not be aware of yet.

InfoWorld has been a bi-weekly publication. Now -- there is so much news ... so much to report on in the microcomputing field ... that publication will be stepped-up to every week in October, 1981. 51 issues a year -- including a big new-year double issue!

This means you can get more news, more often -- of course. But the best thing is -- under the terms of the offer enclosed, subscription rates have NOT been raised in proportion to frequency.

Right now YOU can get 51 timely issues of InfoWorld at the regular subscription price of only \$25 a year. (The regular subscription price used to be \$18 for just 26 issues a year.)

Sound like a good deal? It is. You really should subscribe now and take advantage of this special offer. YOU CAN SAVE NEARLY \$40 OVER THE NEWSSTAND PRICE (\$1.25 per issue).



Jim Regier